

U.S. Application Serial No. 10/657,693

Applicant: Higgs

IN THE SPECIFICATION:

On page 4, please replace the paragraph beginning on line 6, with the following paragraph:

"An example of the present invention relates to a micro-environment within a shopping mall having a theme that relates to the products and services of at least two retail merchants located in or adjacent the micro-environment. For example, in a shopping mall, a micro-environment can be developed in connection with a theme relating to sports and outdoor activities, wherein in or adjacent to the micro-environment, there can be located a sporting goods store, an outdoor clothing store, and other specialty stores that sell various outdoor gear and equipment, such as skate boards, surf boards, snow boards, sunglasses, beachwear, etc. Likewise, the micro-environment can comprise of, without limitation, any one or more of the following: a rock climbing wall, a putting green, a golf driving range or net, a wave pool, a wave machine, a skate park, an off-road vehicle course, a simulated skiing machine, a simulated surf machine, a swim exercise pool, an underwater diving tank, an ice skating rink, a basketball court, an exhibition hall, a theater showing specific themed movies, a ride tailored to related subjects, etc. In such case, the sporting goods store, as well as the specialty stores, can have their sports equipment and other products tried and tested by consumers in the microenvironment. Retail merchants can use the microenvironment to enable specific products and services to be tried and tested there, while consumers can participate in and enjoy the activities. The present method also contemplates providing a microenvironment relating to the promotion and sales of goods and/or services by at least one retail establishment within the microenvironment."

On page 10, please replace the paragraph beginning on line 4, with the following paragraph:

"An example is a micro-environment having a theme that relates to at least two retail merchants located at the mall, i.e., in or adjacent the micro-environment. For example, in a shopping mall, the micro-environment can have a sports or outdoor theme, wherein in or adjacent the micro-environment, there

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can be a sporting goods store, an outdoor clothing store, and specialty stores that are tailored to specific activities located in the micro-environment. The activities provided in the micro-environment can, in turn, be one or more of the following: a rock climbing wall, a putting green, a golf driving range or net, a wave pool, a wave machine, a skate park, an off-road vehicle course, a simulated skiing machine, a simulated surf machine, a swim exercise pool, an underwater diving tank, an ice skating rink, a basketball court, an exhibition hall, a theater showing specific themed movies, a ride tailored to related subjects, etc. In this respect, the invention contemplates that specialty stores, such as those that sell skate boards, snow boards, surf boards, sunglasses, beachwear, and other paraphernalia, could also be located in or adjacent the micro-environment. In such case, the sporting goods store can allow their sports equipment to be used and tested by consumers in the microenvironment, while specialty stores can rent or otherwise allow customers to try their devices and products. The present method also contemplates providing a microenvironment relating to the promotion and sales of goods and/or services by at least one retail establishment within the microenvironment."